

ITEMA PRESS RELEASE**FOR IMMEDIATE RELEASE****Itema to showcase
its latest weaving innovations and the customer portal HelloItema
at ITM 2024**

April 22, 2024 - Colzate, Italy and Istanbul, Türkiye – Itema, the leading global provider of advanced weaving solutions including weaving machines, spare parts and integrated services, will exhibit at ITM 2024 at the Istanbul TÜYAP Fair Convention and Congress Center on June 4-8 in **Hall 8, Booth 806** its latest weaving innovations and the full set of digital functionalities and smart solutions offered by the HelloItema Customer Portal.

Itema established in 2022 its own company in Türkiye, with the aim of maximizing benefits for Turkish customers. With offices in Istanbul and in Bursa, **Itema Türkiye** provides Itema customers with timely, accurate and beneficial services.

In the words of Pamir Özaltan, Itema Türkiye Managing Director “Türkiye is, since ever, one of the three main markets for Itema. **We hold leadership in numerous market segments and in different textile areas of the country.** At ITM 2024 we will bring on show some interesting innovations for important textile productions, such as terry, curtains, and apparel fabrics.”

Itema, in fact, will take advantage of the ITM stage to exhibits some of the latest weaving innovations introduced at ITMA in June 2023 in Milan and that, almost one year after market launch, received appreciation and warm welcome by worldwide weavers. Particularly, ITM visitors will have the chance to see running live at the Itema booth:

- the new **R9500EVOterry**. The Itema terry machines, thanks to their excellent textile versatility and machine reliability, are preferred by worldwide terry weavers, with an impressive number of machines installed in more than 35 countries, and **the absolute** market leaders in the weaving of terry fabrics in the Denizli district in Türkiye. In the EVO version, the Itema R9500EVOterry further improves textile mastery, performances, and ease of use;
- the new **R9500EVO**, on show both in wide and narrow width to highlight the superior textile mastery achieved thanks to the EVO improvements;
- the new **iSAVERfancy** that, based on the technology of iSAVEReco, is available up to 6 weft colors and allows to eliminate the waste selvedge on the left-hand side of the rapier machine thus providing substantial costs saving and significant contribution to sustainable weaving by reducing raw materials and resources waste

Moreover, the **customer portal HelloItema** will take central stage during the show to demonstrate the full set of digital functionalities and smart solutions that are now available for the Itema customers to make their working life easier and to add value to their investment. HelloItema is an online platform, accessible by browser or app through any digital device – and on EVO generation Itema machines also from the machine console directly from the mill floor - where the weaver can, with a simple click, purchase original spare parts in a renewed and optimized e-commerce and check order status in real-time, open service tickets and access relevant machines documents.

The Itema Group Chief Sales and Service, Matteo Mutti commented on the Itema participation at ITM “We look forward to ITM as the stage to showcase our latest innovations to the whole Middle Eastern

textile industry. We worked on our product line-up to show effective, tangible, smart solutions to weavers since our primary mission is to support our customers in improving their competitiveness and their results.”

On show in the IteMa booth visitors will find also the latest solutions to upgrade the existing IteMa – and previous brands Sulzer, Somet and Vamatex – looms and the full range of OEM spare parts.

The IteMa Group company Lamiflex will be present at ITM in IteMa booth with their advanced weaving accessories offering, including rapier tapes and sprocket wheels.

To learn more about IteMa Group technological innovations and weaving solutions, make sure to visit us **at ITM 2024 in Hall 8, Booth 806.**

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About IteMa

IteMa is a leading global provider of advanced weaving solutions, including weaving machines, spare parts and integrated services. The Company is the only manufacturer in the world to provide the top three weft insertion technologies: rapier, air jet and projectile, with an ample product portfolio and a commitment to continuous innovation and technological advancement of its weaving machines.

IteMa is the sole shareholder of Lamiflex, leading producer of advanced composite products and owns majority stakes of Schoch, manufacturer of textile industry accessories.

Sixty per cent of IteMa is held by Gianni Radici's family heirs (the siblings Angelo, Maurizio, Paolo, Maria Grazia and Bruna). The remaining shares belong to the Arizzi and Torri families.

More information about IteMa can be found on the website www.itemagroup.com

COMUNICATO STAMPA**PER RILASCIO IMMEDIATO**

Itema
espone le ultime innovazioni per la tessitura e il portale clienti HelloItema
alla fiera ITM 2024 a Istanbul

22 aprile, 2024 – Colzate e Istanbul – Itema, tra i leader mondiali nella fornitura di soluzioni avanzate per la tessitura, ricambi e servizi integrati, parteciperà alla fiera ITM 2024 presso il centro congressi TÜYAP Fair Convention and Congress Center di Istanbul dal 4 all'8 giugno. Nello stand di Itema, nella **Hall 8 – Stand 806**, in mostra le ultime innovazioni per la tessitura e la gamma completa di soluzioni digitali e intelligenti offerte dal portale clienti HelloItema.

Itema, vista l'importanza del mercato turco, ha aperto nel 2022 una propria società in Turchia (con uffici a Istanbul e Bursa) con l'obiettivo di massimizzare vantaggi e vicinanza ai clienti turchi.

Pamir Özaltan, Itema Türkiye Managing Director, ha commentato: "La Turchia è storicamente uno dei tre principali mercati per Itema. **Deteniamo la leadership in numerosi segmenti di mercato e in diverse aree tessili del Paese.** Ad ITM 2024 esporremo alcune interessanti novità per importanti produzioni dell'industria tessile turca, come spugna, tessuti per tendaggi e per abbigliamento".

Itema, infatti, approfitterà del palcoscenico di ITM per mettere in mostra alcune delle ultime innovazioni presentate per la prima volta ad ITMA Milano a giugno 2023 e che, a circa un anno dal lancio sul mercato, hanno ricevuto una calorosa accoglienza e apprezzamento da parte dei tessitori di tutto il mondo. In particolare, i visitatori di ITM avranno modo di vedere dal vivo nello stand di Itema:

- il nuovo telaio **R9500EVOterry**. Le machine a pinza Itema dedicate alla tessitura della spugna, grazie alla loro eccellente versatilità tessile e all'affidabilità della macchina, sono la tecnologia preferita dai tessitori di tessuti in spugna di tutto il mondo, e vantano un importante numero di macchine installate in più di 35 paesi. Si tratta inoltre delle macchine che detengono la leadership assoluta nel distretto tessile di Denizli in Turchia. Nella versione EVO, il telaio R9500EVOterry migliora ulteriormente maestria tessile, prestazioni e facilità d'uso;
- il nuovo telaio **R9500EVO**, in mostra in due diverse versioni per mettere in risalto la superiore maestria tessile raggiunta grazie ai miglioramenti della gamma EVO;
- il nuovo **iSAVER[®]fancy** che, basato sulla tecnologia di iSAVER[®]eco, è disponibile fino a 6 colori di trama e consente l'eliminazione della falsa cimossa sul lato sinistro del tessuto realizzato con i telai a pinza di Itema, garantendo così un notevole risparmio di costi e un contributo significativo alla tessitura sostenibile grazie alla riduzione dello spreco di materie prime e risorse;

Moreover, the **customer portal HelloItema** will take central stage during the show to demonstrate the full set of digital functionalities and smart solutions that are now available for the Itema customers to make their working life easier and to add value to their investment. HelloItema is an online platform, accessible by browser or app through any digital device – and on EVO generation Itema machines also from the machine console directly from the mill floor - where the weaver can, with a simple click, purchase original spare parts in a renewed and optimized e-commerce and check order status in real-time, open service tickets and access relevant machines documents.

Inoltre, il portale clienti **Helloitema** sarà tra i protagonisti della line-up espositiva per dimostrare l'intera gamma di funzionalità digitali e soluzioni intelligenti ora disponibili per i clienti IteMa e pensate per semplificare l'operatività e aggiungere valore all'investimento in tecnologie IteMa. Helloitema è una piattaforma online, accessibile tramite browser o app da qualsiasi dispositivo digitale e sulle macchine IteMa della generazione EVO anche dalla consolle della macchina direttamente dalla sala di tessitura, dove il tessitore può, con un semplice clic, acquistare ricambi originali in un e-commerce ottimizzato e controllare lo stato degli ordini in tempo reale, aprire ticket di assistenza e accedere ai documenti rilevanti delle macchine installate.

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